




EdelGive
Foundation

An Edelweiss Initiative

Annual Report 2012



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WELCOME NOTE

It is with immense pride that we present to you our fourth Annual Report. The past year has been an enriching year for us. Having invested in exceptional and high impact organizations over the last four years, we have taken the time this year to reflect on our investments and to gauge if we are achieving the larger objective that we set out to at the beginning. This has led us to take a conscious decision of consolidating our portfolio. We have also focused on facilitating collaboration between our stakeholders i.e. our portfolio organizations, our partners and our employees.

Our vision to build a strong, efficient and high impact social sector for a better India has emerged from our journey over the past four years. Our experiences of working in this sector and the learning's from it have strengthened our capacity to support high impact organizations and to foster growth in the sector.

We have invested in the sectors of Education and Livelihoods with an approach that focused on strengthening the organizations rather than just funding their projects. We leverage the resources and skills of the for-profit world to empower social entrepreneurs and non-profit organizations.

Over the years, we have expanded our geographical reach and are now present in seven Indian states. We started out supporting

small to mid-level organizations and though we continue to support such organizations, our portfolio has grown to include larger organizations with game changing models.

Through our portfolio of investees, EdelGive has impacted over 80,000 lives. We have invested in urban and rural areas with disenfranchised and high-risk communities with the objective of empowering them. We encourage our investees to further motivate their beneficiaries to give back to their communities and thus form a self-sustaining system of socio-economic development.

Our monitoring and evaluation process has been stronger and rigorous this year with the help of external evaluators. We have laid down key measurement metrics and performance indicators in mutual agreement with the organizations, which are tracked through the year.

We have continued to engage with our investees through close partnerships, which involve capacity building projects, learning platform via the annual EdelGive Impact workshop and opportunities to meet investors.

Our well recognized annual awards programme, EdelGive Social Innovation Honors has brought to light non-profits that are transforming the sector by implementing innovative and transformational models. Every year the awards have reaffirmed our

commitment to recognizing the passion and dedication of social entrepreneurs, their day-to-day struggles as well as the prevailing issues existing in communities. The awards have helped us build a thought leadership process with regard to women's issues. Furthermore, from this year's learnings, we intend to arrive at a highly robust system to identify and recognize issues and areas that need further attention.

We have consistently engaged Edelweiss employees in social activities by utilizing their skills and expertise through various capacity building projects or by providing them with opportunities to directly impact beneficiaries. We are eager to reach out to a larger base of volunteers within Edelweiss this year to increase their engagement with our investees and their contribution to the beneficiaries.

We have undertaken initiatives throughout the year to encourage collaboration and initiate dialogues with investors and foundations to engage in well planned and structured philanthropy. We strongly believe that building networks and connectivity within the donor community can provide increased co-investment opportunities. This will allow investors to leverage additional resources and also reduce individual risk. This collaborative approach is essential to promote transparency in the sector and ensure a larger sustainable social change.

In the coming year, we look forward to building on strategic partnerships with like-minded organizations and continue to seek co-funding opportunities to create impactful investments in the sector. We would be concentrating on providing capacity building support for the organizational and developmental challenges our investees face with a view to bringing in a high level of managerial competence.

As we continue to move forward, we will ensure that our investments focus on creating systemic change in the communities we work in; the investments will be driven not just through a sectoral focus but also through a holistic approach for socio-economic development.

Looking forward to a great year ahead!

Vidya Shah

Vidya Shah
Executive Director
EdelGive Foundation

Key Events of the Year 2011-12

- A roundtable conference was organized by EdelGive at the Sankalp Investor Forum. 25 social investors from across the world investing in India converged at this conference to discuss the role of collaboration
- An Education Forum was hosted by EdelGive Foundation to give our non-profit investees a platform to showcase their work to a panel of investors / funders. This forum brought various stakeholders in the field of education together and initiated a dialogue for collaboration amongst the group.
- "Meet the Champion", a session organized by EdelGive Foundation saw billiards champion and co-founder of Olympic Gold Quest, Geet Sethi interact with Edelites and share his life experiences.
- EdelGive initiated the EdelGive Impact Workshop, which brought together its portfolio of 20 plus investees to share and learn through interactive pre-designed sessions facilitated by expert practitioners from the industry. It was a three day residential workshop at FountainHead-Alibaug, the Edelweiss Leadership Centre.
- A panel discussion (with media coverage) was held on the topic Beyond Cheque Book: Towards Impactful Philanthropy. Eminent panelists included Rakesh Jhunjhunwala, Anu Aga, Amit Chandra and Rashesh Shah.





BLOOM TO BLOSSOM

Our experiences over the last four years have reaffirmed our belief that a holistic approach to social development with significant participation from the community, the government and philanthropists creates an ecosystem that nurtures nonprofits to grow their ideas into solutions.

THE EDELGIVE FOUNDATION MODEL

EdelGive Foundation is the strategic philanthropic arm of the Edelweiss Group, one of India's leading financial services firms. We seek to enrich and broaden the impact of social entrepreneurs and non-profits in India.

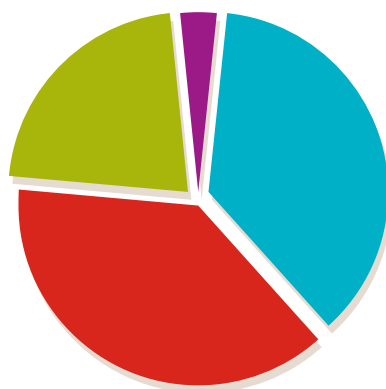
In the corporate world, successful profit-making organizations invest considerable time and money in leadership development and in improving their systems and processes. The social sector needs similar assistance with building strategies for execution and growth, training and development of staff, and monitoring and improving performance. This is why we focus on combining grant making with capacity building support. We work closely with our investees on the organizational challenges they face, bringing a venture philanthropy approach to our work.

Since our inception, we have partnered with international organizations and have provided them with a zero cost platform to invest in credible non-profits in India. We believe that successful collaboration with other funders and donor organizations allows for the leveraging of expertise and funding support which will positively impact the non-profits and social entrepreneurs we invest in.

What EdelGive also brings to the table is Edelweiss' intellectual capital. Our Employee Engagement Model leverages the expertise and talents of Edelweiss employees and encourages them to volunteer and utilize their skills to support non-profits and social entrepreneurs.

Over the last four years, EdelGive has supported over 30 non-profits across eight Indian states and has committed over INR 17 crores to organizations working in the areas of Education, Livelihoods and Women's Empowerment.

Investments by Sector



- Education
- Livelihoods
- ESIH
- Others

Focus Areas	Investment Amount (INR lacs)
Education	122
Livelihoods	87
ESIH	58
Others	5

Our Vision

To build a strong, efficient and high-impact social sector for a better India.

Our Mission

EdelGive's mission is to leverage the capacity and capital of the for-profit world to equip and enable the social sector to achieve the greatest impact on the lives of the poor in India.

EdelGive Foundation Highlights

- Committed INR 17 crores till date
- Impacted over 75000 lives
- Current portfolio of 20 organizations
- Over 4000 hours of pro bono support provided by Edelweiss employees.

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EdelGive has been so much more than a funder, they are truly partners. Community visits, events, brainstorming sessions, volunteers, connecting us to relevant partners - EdelGive is about solid hands-on support.

Suparna Gupta,
Founder, Aangan Trust

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A woman with dark hair, wearing a red sari with gold patterns, is seated at a desk. She is looking down, focused on writing in a notebook with a pen. She is wearing multiple colorful bangles on her right wrist, a silver watch and a yellow and blue striped bracelet on her left wrist, and a silver earring. A name tag is visible on her chest. The background shows a dark wooden cabinet with drawers.

SKETCH TO SHAPE

Our investments in high risk organizations which are implementing game changing models are made with a view to bring about catalytic change in society. We recognize that developing these models requires not just financial investment but also strategic inputs to the nonprofits to guide them in achieving their mission.

INVESTMENT STRATEGY

EdelGive has invested in the sectors of Education, Livelihoods and Women's Empowerment. We have an intensive financial and non-financial engagement with our portfolio organizations in these sectors. Focusing on the 'riskier' elements of these programmes, we invest in those non-profits that are in need of support at an early stage. We also help organizations scale up and amplify their impact across the country.

Education

EdelGive's strategic approach impacts both the rural and urban setup. In the education sector, our areas of focus include the quality of education imparted, the teaching methodology and the ownership amongst the community for a child's education. The education model is inter-linked with both health (nutrition and mid-day meals) and the development of skills to enable employability.

This reflects the shift in our investment strategy to invest in organizations which not only achieve the basic objectives of access and enrollment but also create an impact on the students' learning outcomes through quality teaching and community participation. This has led to a change from us supporting supplementary education to us supporting direct intervention programmes in the education system.

Over the years, we have invested in different types of models to include:

- **PUBLIC PRIVATE PARTNERSHIP:** This model works within government systems, using existing school (public) infrastructure to run private programmes. It leverages the expertise and resources of the private sector with a view to strengthening the government system. Our portfolio organizations have successfully implemented this model demonstrating proven learning outcomes at low costs.
- **RESIDENTIAL SCHOOLS:** This model caters to children in rural areas where there is a lack of educational facilities. Due to several socio-economic factors, these children are prone to dropping out of school at an early age, hence the need to provide them with residential educational facilities. The organizations that we support specifically run residential schools for vulnerable populations.
- **EMPOWERMENT:** Through this model, we seek to impact children and adolescent girls, who are often the most vulnerable population in urban slum communities. Empowerment programmes help them develop their individual and collective strength, enabling them to become catalysts for positive change within their communities.
- **COMMUNITY BASED INITIATIVES:** We invest in those non-profits that focus on engaging the community in rural and urban settings to improve the overall management and delivery of high quality education within the school system. Non-profits liaise with the government to engage stakeholders such as parents, teachers and peers to create a sense of ownership amongst the community, leading to sustained impact.



EdelGive Foundation's support over the last two years has benefited Muktangan not only financially, but also encouraged and directed our own thinking and functioning so as to make our communications more effective. They have also helped us to network with a lot of other like-minded people and organizations

Sunil Mehta,
Managing Trustee,
Muktangan



Livelihoods



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Elgar Pratishthan is developing a model dairy cooperative in Chandrapur district with EdelGive Foundation's support. EdelGive Foundation supported the initiative in its nascent stage and gave Elgar Pratishthan the scope to improvise and experiment based on situation on the ground.

Kalyan Kumar Nayan,
Director
Elgar Pratishthan

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In our livelihoods portfolio, we focus on organizations working to reduce social and economic vulnerability, enhancing the earning potential and negotiating abilities of those living at subsistence level and below and ensuring the sustainability of the natural resources on which they depend.

Our approach in the area of livelihoods deals with two aspects: the first addresses the economic part of generating income and employability in the community while the other is concerned with the social aspect which involves uplifting the community through empowerment.

With this in mind, we have evolved from supporting vocational training programmes which focus on developing new skills to supporting projects that utilize and enhance the existing skills of the working population.

In our experience of working with non-profits in the livelihoods sector, we have seen that a model which encourages collectivization of individuals to exercise their rights creates a huge impact at the

grassroots. We have strengthened our support towards such models to enable them to reach out to a larger population.

Our investments in the livelihoods portfolio reflect the following models:

RIGHTS BASED INITIATIVES: We support non-profits who work with rural populations to increase awareness of their rights with respect to employment related government schemes like NREGA (National Rural Employment Guarantee Act). These non-profits facilitate collectivization of villagers into groups/cooperatives who can then voice their rights and gain access to employment schemes. This ensures the creation of a fair system where communities themselves are empowered to gain employment and thereby reduce indebtedness.

SKILL BUILDING & VOCATIONAL TRAINING: We invest in those organizations that focus on providing livelihood opportunities to high risk sections of the population to include runaways and vulnerable adolescents. The livelihood programmes mainly consist of:

- Skill building and vocational training for young adolescents located in urban and rural areas
- Upgrading existing skills for agricultural labourers where there is a lack of other livelihood options

This model functions as an effective way to augment the income and earning potential of the beneficiaries.

Women's Empowerment



The EdelGive Social Innovation Honours was launched in 2008-09 with a vision to recognize, promote and support outstanding innovations bringing about positive social change for women across India.

Through the awards, we seek to raise awareness about women's issues, support organizations that implement innovative projects in this sphere and promote sharing and learning of these ideas among the sector.

The participating organizations are classified under four categories on the basis of their areas of focus. These areas include Education, Health & Well-Being, Economic Security & Livelihoods, and Rights & Representation.

While looking at organizations empowering women across India, we found that potential women athletes from less privileged backgrounds faced numerous challenges in achieving excellence in their chosen field. Olympic Gold Quest (OGQ), launched by Foundation of Promotion of Sports and Games strives to bridge this gap and helps women athletes to achieve their full potential, bringing pride to their community and the country at large.

EdelGive's funding supports MC Mary Kom who comes from a socially difficult background. Her achievements have inspired many young women to pursue their dreams and bridge socio-economic inequities.

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OGQ strives to identify potential athletes, provides them with requisite training support and prepares them to win Olympic Gold Medals. EdelGive is proactively helping us in our mission by supporting our women athletes to make their mark and inspire other women athletes in the country.

Viren Rasquinha,
Chief Executive Officer,
Olympic Gold Quest

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Our Investment Process



Our investment process – i.e. the manner in which we select our investees – is rigorous and three-tiered. We conduct a structured, thorough and highly selective process of due diligence with a strong focus on impact measurement.

RESEARCH & SOURCING

DUE DILIGENCE & EVALUATION

INVESTMENT

We actively seek organizations working in our focus areas by combining a research based approach with a wide network of referrals and nominators. The EdelGive Social Innovation Honours programme additionally helps identify potential investees.

While selecting our investees, we benchmark them against the following parameters:

- Whether the organization addresses a critical need within the chosen sector
- The passion and commitment shown by the management team
- Programme efficacy and outcome
- The hunger for growth
- Second line leadership of the organization
- Sustainable impact and replicability of the model

Shortlisted organizations are further evaluated on the basis of the implementation, impact and cost efficacy of the programme on the field with the help of a field visit conducted by our investment team. In the last stage of the investment process, the EdelGive board is presented with the final list of shortlisted non-profits. After a further round of intense discussion and scrutiny of the proposals, the board makes the final investment decisions. Both monetary and non monetary support extended are in line with pre-determined guidelines.

Post Investment Process

MONITORING & EVALUATION

IMPACT ASSESSMENT

Upon finalization of an investment, we decide on a set of Key Performance Indicators (KPIs) which are unique to each investee. These are shared with the investees and mutually agreed upon. Our post investment process is characterized by measuring these KPIs through further field visits and our monitoring process. The investees are also evaluated on the basis of:

- Achievement of programme milestones
- Financial accountability
- Quarterly impact reports
- Regular communication with the EdelGive investment team
- Management competence

We also work with independent consultants from the sector to evaluate the impact created by the organization as a result of our investment.

EdelGive – TISS Fellowship

India's economic prowess has been marred by striking disparities in the socio-economic status of its citizens. It is our belief that social transformation can be better achieved when committed and passionate young leaders are provided with an opportunity to implement their ideas at the grassroots level, leading to our collaboration with the Tata Institute of Social Sciences (TISS) to launch a fellowship programme. The EdelGive – TISS Fellowship was initiated in 2011 with a view to providing opportunities to emerging social leaders to work directly with marginalized communities.

Through this two year programme, five graduates from the Tata Institute of Social Sciences are identified and supported with seed funding, allowing them to incubate their ideas and launch initiatives which mitigate social and economic disparities at the grassroots. The Fellows are working on a range of projects addressing developmental issues:

Atul Jaiswal

Public Health - Reintegrating individuals cured of leprosy into their communities

Baliram Nade

Women's Empowerment - Increasing the visibility of women in local governance

Manoj Kumar

Education - Helping adolescents from urban slums align their skills and strengths with their career goals.

Sachin Marti

Environment - Conserving traditional surface water bodies, particularly ponds, to maintain both ecological balance and soil quality

Victor Alexander

Empowerment - Training NGOs working in disenfranchised communities in the use of fine arts as a tool for empowerment.



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The EdelGive Fellowship has helped support and shape my scholastic career in a unique way. It has given me a chance to work on my dream project on community based rehabilitation and create an inclusive model for people with and without disability

Atul Jaiswal,
EdelGive-TISS Fellow 2011-13

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EARTH TO EARTHENWARE

Through our capacity building initiatives we maintain a high level of engagement with our investees with a view to addressing their organizational challenges. This process of moulding an organisation's growth is effectively achieved by leveraging the expertise and skills of Edelweiss' employees.

CAPACITY BUILDING MODEL



We recognize that while funding ensures financial support to the organization's programmes, capacity building is essential to bring about programme efficacy. We undertake needs-based analysis and identify the requirements of the organization both through regular communication and dashboard exercises, which are designed to both review the vision, mission and goals of our investees as well as identify challenges and brainstorm on strategies in the process. The capacity building support to our investees is primarily through Edelweiss expertise and skills and is further supplemented by an annual workshop that helps them enhance their skills. Through our capacity building initiatives we continue to have a high level of engagement with our investees with a view to addressing their organizational challenges as they grow.



Strategy & Leadership

The strategic support provided to our investees not only helps them achieve their objectives but also enables them to think strategically and create pragmatic action plans with ambitious goals and targets. This kind of support is provided by senior management at Edelweiss. Some projects we have undertaken include:

Masoom

Scope of support: EdelGive has provided incubation support to Masoom through seed funding, the development of a strategic plan as well as assistance with creating a five year growth strategy.

AROEHAN

Scope of support: EdelGive's support has been in the area of creating a fundraising strategy through brainstorming sessions and dashboard exercises which incorporates the following

- Identifying organizational vision and mission
- Setting long-term goals and plans
- Providing inputs on the organizational structure
- Identifying challenges as well as steps to overcome the same.

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Masoom's dream of working with night schools became a reality with EdelGive's support. I think that we have grown and evolved with EdelGive – I thank the EdelGive team for handholding Masoom and giving us the right help at the right time.

Nikita Ketkar,
Founder,
Masoom

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Financial Planning and Sustainability Strategies



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It has been a very inspiring experience to see the wonderful work the investee organizations are doing and the high motivation levels of the individuals who run them. Simultaneously, it's been heartening to be able to provide some inputs from the experience on the corporate side and to work with them.

Khyati Parekh,
AVP,
EAAA, Edelweiss

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We partner with investees with a view to augmenting their long term sustainability by providing direction on investments and financial planning. Since Edelweiss' core strength lies in financial management, employees' skill sets are appropriately utilized for the benefit of the not-for-profit sector.

Some projects we have undertaken include

Aangan Trust

Scope of support: Financial accounting and assessing of cost centers, providing suggestions on budgeting and reporting to donors.

Mann Deshi Foundation

Scope of support: Analyzing the profitability of a rural cooperative bank run by Mann Deshi Foundation and providing recommendations on efficiency measures and parameters.

Under The Mango Tree

Scope of support: Creating a business plan and developing a five year growth strategy along with cost assessment and investment planning for the next five years.

Systems, Processes & Technological Solutions



With the effective usage of technology and data management applications, we assess and improve accounting, reporting and organizational systems. With the help of Edelweiss' in-house Business Solution Group, we seek to enhance organizational capacity through technological platforms and solutions. The Group invests a significant amount of time and effort in understanding the investee's programme and designing the application for effective programme delivery.

We have delivered the following high impact projects to our investees:

Aangan Trust

An MIS has been developed which uses a resiliency tool to capture each child's information and measure their protection and risk factors. It also allows for specific individual interventions for identified risk factors.

We have also developed a web-based monitoring tool which helps Aangan evaluate and monitor each child's status in juvenile homes based on predefined parameters. This tool has helped them in their advocacy efforts with the government, bringing more credibility to their work.

Mumbai Mobile Creches

Payroll software was created to build a robust human resource system leading to greater organizational efficiency.

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In my position as communication strategist at Aangan Trust, I worked together with EdelGive and the technical staff at Edelweiss to set up an Information system to track and evaluate the impact of Aangan's programs. Not only is the result fantastic and a great help and enabler for Aangan's work, the process in developing this system with the Edelweiss and EdelGive team was inspiring and of highest quality. The team was deeply committed and understood rapidly Aangan's programs and the restricting conditions of a small grassroots NGO. With that dedication and knowledge the Edelweiss team added immensely to the quality and thoroughness of the information system.

Verena Schuler,
LGTVP Fellow 2011 at
Aangan Trust

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Human Resources



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I consider myself fortunate to have interacted with an organisation like Aajeevika. My involvement with them was to help address their needs to build a stronger HR structure in the expanding organisation. Having heard highly of their work in the area of microfinance and livelihoods, it gave me a first hand insight into their work and working culture. People were from varied backgrounds, however, it was interesting to observe their camaraderie for a common cause.

Swati Mathur,
Assistant Vice President,
Human Resources, Edelweiss

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We advise our portfolio organizations on second line leadership development and their long term HR strategies. The kind of HR support provided includes:

Aajeevika Bureau

An Edelweiss HR expert conducted an HR workshop for the regional heads at Aajeevika. The organization works with migrant populations to provide them with social and financial inclusion services.

Started in 2005, the organization faced issues on staff retention, defining organization structure/ roles and responsibilities. The workshop left a lasting impression on the staff who were highly motivated by it. It also helped them to understand the value that an HR system could add in achieving long term organizational objectives.

Masoom

EdelGive provided Masoom with recruitment assistance from identifying Masoom's hiring needs to conducting second level interviews for mid to senior level positions.

We also provided guidance with developing an organizational structure, job descriptions and formulating Key Result Areas for Masoom's team. This exercise has helped them to develop second line leadership and clearly allocate well defined tasks within the team.

EdelGive Impact Workshop



A three day residential workshop held at the beautiful Fountainhead Leadership Centre of Edelweiss, the EdelGive Impact Workshop brought together our portfolio of 30 investees from across India to exchange ideas and learn in an informal ambience. The sessions were designed to address the five most pressing challenges our investees faced and included:

- Impact measurement and evaluation
- Effective financial planning and management
- Leveraging information technology to enhance organizational effectiveness
- Leveraging partnerships and working effectively with government

Driving policy change through legislative engagement.

Furthermore, expert industry practitioners were invited to facilitate the learning process in each of the chosen areas.

Key Highlights of the Workshop

- The forum proved to be a platform for professional and intellectual exchange, where organizations were able to share their work and key learnings. The interactions between participants facilitated peer-to-peer learning.
- The informal, interactive space threw light on common challenges faced by the organizations across the five workshop topics.
- Investees, who had implemented solutions to common challenges, presented their models to the peer group.
- This forum also brought into focus those areas around which non-profits can collaborate to achieve systemic change

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I personally had several interesting learnings and take aways from the workshop. I met some wonderful people and it was great interacting with them and understanding the cause they were working for.

Nikita Ketkar,
Founder, Masoom

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FIBRE TO FABRIC

Our co-funding approach brings together like minded investors to invest in non profits through our zero cost platform. The synergies created from collaborative alliances are much stronger than independent endeavours leading to greater sectoral transformation.

CO-FUNDING MODEL

Our approach to co-funding entails the formation of strategic alliances with investors and philanthropists to support non-profits in India. In addition to bringing together like minded investors, this kind of collaborative investment creates a platform for the sharing of knowledge and research as well as promotes transparency and accountability in the social sector.

Elements of EdelGive's Co-Funding Model

- The model is based on the venture philanthropy approach of combining long term financial investment with hands-on, non-financial support to the social sector.
- We partner with other venture philanthropy organizations on a co-investment basis, thereby leveraging each other's capital and expertise to generate high social returns.
- Through our due diligence process, we identify and invest in credible organizations that implement game-changing models and showcase them to potential funders
- Functioning as a zero-cost platform, we remit all funds raised directly to investees

How We Partner

- We partner with other donors to jointly fund and support non-profit investees
- We facilitate both the sharing of knowledge as well as our due diligence process
- We jointly develop a monitoring and evaluation plan which are mutually agreeable to the objectives of the co-funders
- We host events such as the "Education Forum" to give our investees a platform to showcase their work to a panel of investors
- We foster dialogue with investors and like-minded organizations to encourage structured and high impactful philanthropy



Our Co-Funding Partners

The British Asian Trust

We have partnered with the British Asian Trust since 2010 to jointly fund Mumbai Mobile Creches. We have collaborated with them to develop monitoring and reporting parameters to gauge the level of impact of our funding.

atDta Foundation (Switzerland)

atDta Foundation and EdelGive Foundation have been jointly funding the supplementary educational programme of Light of Life Trust.

Rothschild (India)

We have jointly funded Masoom's intervention programme for holistic development of night school students in Mumbai.

TMA Asia Life (Singapore)

Through the EdelGive platform, TMA Asia Life has supported Muktangan's middle school programme last year.

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Co-operating with EdelGive provides a fantastic opportunity to learn about high-engagement venture philanthropy. We are impressed by EdelGive's extreme professionalism and the great personal commitment of its leaders and staff.

Dr. Ann-Veruschka Jurisch,
Director, atDta Foundation,
Switzerland

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METAL TO METTLE

By putting the spotlight on organisations that address the issues faced by women across India, the EdelGive Social Innovation Honours, our annual awards programme, recognizes and supports outstanding innovations in the sphere of women's empowerment.

EDELGIVE SOCIAL INNOVATION HONOURS (ESIH)



Over the last four years, the EdelGive Social Innovation Honours (ESIH) Awards programme has recognized and awarded organizations across the country engaged in implementing game-changing initiatives in the sphere of women's empowerment. Each of these organizations has adopted a unique approach to sustainably and positively impact the lives of women in the communities in which they work. The winners/runners-up of these Awards, whose area of work falls under the EdelGive framework, are eligible to be part of our portfolio. We have further engaged with some of these organizations through longer term financial investment and capacity building support.

In 2012, we identified Education, Health & Well-being, Economic Security & Livelihoods and Rights & Responsibilities as the themes within which we presented the Awards. After a rigorous six-month long selection

process, four winners were selected based on the parameters of innovation, impact, implementation and sustainability.

Our winners reflect the vast geographical presence that they have in their endeavour to achieve the overall objectives of educating, uplifting and empowering women from disenfranchised communities in India. We applaud their efforts to work against the odds and bring issues ranging from women's representation in citizen journalism to an increased awareness about menstrual health and hygiene to the forefront. Innovations of this caliber are becoming increasingly vital in transforming the social paradigm at the grassroots.

Through ESIH we hope to continue to cast the spotlight on issues which are intrinsic to women's empowerment, which is critical to India's social and economic development.

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I found the process of applying for the EdelGive Social Innovation Honours (ESIH) both systematic and rewarding. The field visit and the feedback I received whilst submitting our presentation was enormously beneficial for us, helping us to focus on our strengths and understand our weaknesses.

Lindsay Barnes,
Founder, Jan Chetna Manch
(Winner of ESIH 2011)

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Selection Process for ESIH 2012

Preliminary Screening

Over 250 applications were thoroughly scrutinized by an internal jury comprising sector experts and academicians. 5 organisations were shortlisted in each category.

Field Assessment

Project sites of the 20 shortlisted organizations were visited by faculty from TISS to assess the implementation of the innovations showcased in the applications. 12 finalist were identified.

Final Presentation

Senior representatives from each organization presented before a jury comprising prominent individuals from the social, corporate and media sectors. 4 winners were selected.



Winners

Ashadeep: Assam

Category: Health & Wellbeing

Ashadeep works to provide psychosocial rehabilitation to homeless women suffering from mental disorders. The first of its kind in north east India, this organization works with tremendous compassion and care to reunite this vulnerable section of society with their families.

"Homeless people with mental disorders wandering the streets is an issue on which there is hardly any research, data or publication. The in-depth knowledge and interest shown by the jury members during our presentation was truly a revelation. We thank EdelGive Foundation for directing its focus towards the plight of one of the most marginalized sections of our society."

- Mukul Goswami, Secretary, Ashadeep



Goonj: New Delhi

Category: Health and Wellbeing

"Not Just A Piece Of Cloth" a nationwide intervention run by Goonj.. stresses the importance of educating rural women to change their sanitary practices by making a basic, sanitary pad easily available to them. Reusable and fully degradable sanitary pads are produced by women's Self Help Groups using old cloth and indigenous processes. Using sanitary pads as a way to generate awareness among rural women about health and hygiene, this innovation relies on turning consumers into ambassadors for the product.

"This prestigious award to Goonj.. further highlights the role a piece of cloth can play in the life of a woman. The cloth sanitary napkin project demonstrates that simple solutions are available to meet the challenges centred around sanitation and hygiene. This award will enable Goonj.. to draw more attention to a subject which is still considered taboo."

- Anshu Gupta, Founder Director, Goonj..

Stree Mukti Sanghatana: Maharashtra

Category: Economic Security and Livelihoods

Stree Mukti Sanghatana has been awarded for its 'Parisar Vikas' programme which addresses the multiple problems faced by women in the waste-picking community in Mumbai. Previously ostracized by society at large, these women have now been given an identity and equipped with skills to ensure their economic independence and a life of dignity.

"The award from EdelGive Foundation will help Stree Mukti Sanghatana to empower more women through its programme Parisar Vikas and thereby sustain the endeavour"

- Jyoti Mhapsekar, President, Stree Mukti Sanghatana

Video Volunteers: Goa

Category: Rights and Representation

Video Volunteers aims to empower the world's poorest citizens to right the wrongs they have witnessed through the building of a network of grassroots media producers in voiceless communities. Trained in video journalism and community activism, these community correspondents have produced hundreds of videos on topics such as child marriage, temple prostitution and communal harmony.

"Video Volunteers was thrilled to win the ESIH award. It was an honor to present to their jury, who asked great questions that we could learn from. I liked the very thorough due diligence they conducted (including the site visit), as it shows how seriously the EdelGive Foundation takes these awards. It is a great recognition of the importance of community voices in driving social change in India."

- Jessica Mayberry, Founding Director, Video Volunteers

ESIH 2012 Jury Panel



■ Amit Chandra, MD, Bain Capital Advisors

■ Amitabh Behar, ED, National Foundation for India

■ Anu Aga, ex-Chairperson, Thermax Ltd.

■ Chandra Iyengar, former -civil servant

■ Dr. Krishna Sarda, Executive Trustee, India800 Foundation

■ Narendra Jhaveri, Independent Director, Edelweiss Financial Services Ltd

■ Neelima Khetan, Country Director, American India Foundation

■ P.N. Venkatachalam, Independent Director, Edelweiss Financial Services Ltd

■ Rakesh Jhunjhunwala, Partner, RaRe Enterprises

■ Sagarika Ghosh, Deputy Editor, CNN-IBN

■ Shabnam Panjwani, Head of Marketing & Communications, Edelweiss Financial Services Ltd.

■ Subur Munjee, Philanthropist

■ Sushma Kapoor, Deputy Regional Programme Director, UN Women

■ Venkat Ramaswamy, Executive Director & Co-founder, Edelweiss Financial Services Ltd.

■ Zia Mody, Founding Partner, AZB & Partners



Impact of ESIH on past winners



Jan Chetna Manch, Bokaro (JCMB)

The impact of the EdelGive Social Innovation Honours Award on the JCMB team and work has been felt in several ways. This is the first time that the work of the health team at JCMB has been recognized from an organization and people outside of the area. Local people have always recognized their work, but such an award – with its large financial component – has really highlighted the value of their work. This has been an enormous morale booster for the team.

The substantial donation to JCMB's core fund has enabled the organization to expand into other important areas of women and children's health. Lack of funds has always been a constraint – particularly for the development of infrastructure. A new holistic health centre has since been developed.

The award has also increased the profile of JCMB and with EdelGive's help, has led to another grant to help deal with the problem of malnutrition amongst women and children."

- Dr. Lindsay Barnes, Founder, Jan Chetna Manch

Educate Girls, Rajasthan

In India, there is huge gender disparity, which affects women and girls, especially in rural areas. 40% of girls leave school before they reach Grade 5 and only 15% of children are able to read a simple story in Hindi.

In 2007, Educate Girls made a humble beginning in Pali, Rajasthan with a pilot project in 50 government schools. Working under the umbrella of the Rajasthan Education Initiative (REI), the organization has been able to leverage existing government resources. In 2008, the organization expanded to 500 schools and continued to bring about school reforms by collaborating with NGOs, teachers, parents, community members, government officials and the girls themselves.

"The 3rd EdelGive Social Innovation Honors 2011, recognized Educate Girls as an organization that works to empower women in India. Financial support from EdelGive encouraged Educate Girls to expand their scale of operations. With support from EdelGive, the organization successfully scaled up to 4338 schools and is currently impacting 4,95,210 children at only \$2 per child/year."

- Safeena Husain, Executive Director, Educate Girls



STONE TO SCULPTURE

We at EdelGive invest in Edelweiss' intellectual capital. The employee engagement model at EdelGive provides opportunities to employees to diversify the scope of their talents and skills by contributing positively to our investees. We believe that these experiences have the power to transform the lives of not just our beneficiaries but our employees as well.

EMPLOYEE ENGAGEMENT MODEL



Philanthropic activities within Edelweiss have been in existence since its inception, through informal giving by senior management. As the culture of philanthropy grew within the organization, the need to formally institutionalize the process was felt. This led to formation of EdelGive Foundation in May 2008.

Edelweiss employees actively engage with our investees, from providing pro bono assistance to helping our investees build their capacity to direct hands-on volunteering, so that employees can directly see the impact of their role. We have also made efforts to collaborate with other corporate and engage their employees through our platform of programmes. To this end, we conduct joint field visits to facilitate the greater engagement of the corporate sector with the social sector.

We at EdelGive invest in Edelweiss' intellectual capital. The employee engagement model at EdelGive encourages the employees to volunteer and utilize their skills to support non-profits and social entrepreneurs.

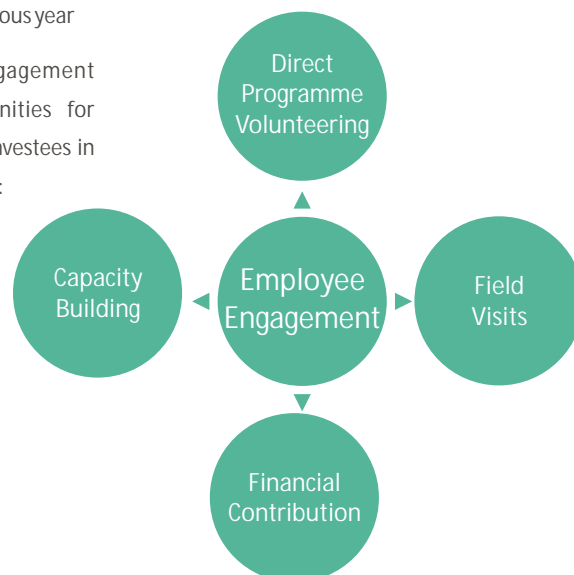
Our Achievements to date:

- Over 4000 hours of pro bono support provided by Edelweiss employees
- Over 200 employees have actively participated
- Over 15 employee engagement programmes/projects per year
- Over 100% increase in the number of employees contributing financially this year as compared to the previous year

The EdelGive Employee Engagement Programme provides opportunities for employees to engage with our investees in one or more of the following ways:

What's in it for volunteers!

- Productive experience and interactive growth
- Change in perspectives and gaining knowledge of the social sector
- Utilizing their skills, talents and expertise
- Being empowered to empower people





“

My time at Teach for India has been both fun as well as challenging at the same time. As a volunteer, I have got the chance to interact with and hand-hold students who need individual attention as well as interact with the class as a whole, making learning fun through games, field trips and activities. The biggest learner in the class however has been me, understanding the challenges the children of our country face and reinforcing a deep respect for the teaching community as a whole.

Anahita Masters,
Manager, Marketing and
Communications, Edelweiss

”

Direct Programme Volunteering

Edelweiss' employee base consists mostly of young executives, i.e. between the ages of 26 to 30 years. These employees were looking for opportunities to interact directly with our beneficiaries, which led EdelGive to develop the Direct Volunteering Programme – a hands-on approach to working with our investees wherein employees have the chance of playing an active role in effecting social change. This year, key projects included:

Assistance in Teach for India's Fellowship Programme

Edelweiss employees have dedicated two hours of their time on Saturdays to teach young children and assist in imparting quality education to them by volunteering for assisting in Teach for India's Fellowship programme.

Teaching Programme and Enrolment Drive with Masoom

Every year committed volunteers from Edelweiss undertake teaching the night school students for the complete academic year. They conduct two-hour sessions on Saturdays, teaching English and Mathematics to SSC students and English conversation to secondary level students. In addition, some enthusiastic volunteers accompanied Masoom staff to slum communities to help them in their school enrollment drive.



Field Visits

Edelweiss employees visit investee project sites. These visits sensitize employees towards social issues and provide them with a better understanding of the NGO's work at the grassroots. Activities are conducted to facilitate direct interaction of the volunteers with the beneficiaries. Through these visits, the volunteers get an opportunity to spread joy and be role models for our beneficiaries

Mumbai Mobile Crèches

Where: National Park, Mumbai
A group of regular volunteers took the onus of organizing an outing with the children of construction labourers who are rarely provided with the opportunity to go on picnics. It was a day well spent which gave these children a chance to enjoy their childhood through safari rides and games. *children.*

Project Chirag

Where: Jawhar, Maharashtra
A group of Edelweiss employees along with students from HR College undertook a field trip to install solar lamps in a tribal village. Working as a team, they covered the entire village of 100 homes in a day's time.

Light of Life Trust

Where: Alibaug, Maharashtra
Seventeen committed volunteers participated in a workshop on team building under LoLT's life skills programme.

AROEHAN

Where: Mokhada, Thane district, Maharashtra
A group of volunteers visited one of Maharashtra's most remote tribal areas to interact with local children through a workshop on Gender Equality. They also participated in grass weeding activities, helping to ease the daily commute of the locals.

“

A Christmas eve with a difference, we spent the day at National Park with 45 children.

What made the outing extra special was that the little ones were children of construction workers in Mumbai from the EdelGive investee Mumbai Mobile Creches. The enthusiasm of the kids and the happiness we shared was truly invaluable!

Rutu Charan,
Associate, Operations
Edelweiss

”



“

Since I volunteer with Masoom, I can see the difference their efforts are making in the lives of students who come to attend the night school even after a hard day at work. The EdelGive SDP allows me to support these children by personally contributing to this beautiful endeavour!

Sonia Bhavnani,
Risk Officer, Commodities,
Edelweiss

”

Capacity Building

Our capacity building programmes have been consciously designed to match the managerial skills of the corporate sector with the requirements of the not-for-profit sector.

Edelweiss mid to senior level management has engaged with our investees through well defined and structured projects. The areas of capacity building support include:

- Strategy & Leadership
- Financial Planning and Sustainability Strategies
- Technological Solutions
- Human Resources Management

Further details on this section have been provided earlier in this report.

EdelGive Systematic Donation Plan

Edelweiss employees are encouraged to play a role in creating economic as well as social equilibrium through the Systemic Donation Plan (SDP), an online payroll giving system, which allows them to make financial contributions in a structured manner. Participants can choose the cause that they would like to contribute to from our portfolio of organizations.

We also undertake year-round campaigns to sustain contributions as well as implement new ideas to encourage employees to increase contributions to EdelGive's portfolio.



Our Board

Deepak Mittal

The CEO of Edelweiss Tokio Life Insurance and Edelweiss former CFO, Deepak uses his wealth of experience and his astute understanding of business to provide the EdelGive Foundation its strategic direction.

Vidya Shah

The former CFO of Edelweiss and Executive Director of EdelGive Foundation, Vidya provides strategic direction to the foundation and drives its overall growth.

Our Team

Divya Srinath

Divya manages EdelGive's co-funding and communication activities.

Kavita Pandya

Kavita runs the employee engagement programme by leveraging the expertise of Edelweiss and undertakes capacity building projects.

Naghma Mulla

Naghma works on the investees portfolio by providing financial inputs on the investments

Sneha Philip

Sneha manages the portfolio of EdelGive's investees and undertakes their due diligence.

Sidney Carvalho

Sidney undertakes due diligence of EdelGive's portfolio

Vidya Shah

Vidya provides strategic direction to the foundation and guides its overall development.

Vijayata Verma

Vijayata undertakes due diligence of EdelGive's portfolio



Our Investees



Annexure

Investees Profile: 2011-2012

Sector: Education

Sr. No.	Name of organisation	Operational area	Core objectives	EdelGive funding
1	Aangan Trust	Maharashtra	Aangan works for children and youth who are in the state custody in juvenile homes across India and also works to reduce the vulnerability of girls in high risk slum communities	Expansion of the Project Shakti model to three new cities Akola and Kolkata and continued support in Mumbai.
2	AROEHAN	Maharashtra	Addresses issues impacting the health, education and livelihoods of the tribal population in Mokhada, Maharashtra.	Support to Seek Empowerment through Qualitative Education (SEQE) programme in 6 ashram schools.
3	Chehak Trust	Maharashtra	It is active in the field of providing non-formal elementary education and life-skills education to empower girls and women in urban slum communities.	Support to Sahyog Umang, a fellowship programme in which 25 young women are trained to tackle social issues within their community.
4	Ibtada	Rajasthan	Ibtada employs a two-fold strategy, educating young girls in taleemshalas (informal study centres) as well as forming women's credit groups to promote economic stability & empowerment.	They conduct a fellowship programme which will initially train 60 women will be trained to tackle social issues within community. EdelGive supports this fellowship programme
5	Light of Life Trust (LoLT)	Maharashtra	LoLT works in backward districts in Maharashtra, providing rural children access to secondary education, while concentrating on the overall development of each child.	Supports the cost of Project Anando in Nandurbar district which aims at reinstating rural school drop outs through a holistic child development program
6	Manitham Charitable Trust	Tamil Nadu	It attempts to improve the method of English language training in schools by introducing a result oriented approach through teacher training and assessment tools	Support is extended to the Child Resource Centres & Knowledge Centres which impart education, skills and confidence to children from disadvantaged backgrounds.

Sr. No.	Name of organisation	Operational area	Core objectives	EdelGive funding
7	Masoom	Maharashtra	Masoom aims to improve the academic performance and employability of Mumbai's night school students through a holistic development program.	Support contributes to the operational costs of Masoom's programme in 15 night schools in Mumbai.
8	Muktangan	Maharashtra	Muktangan's whole school approach' to education involves the community in the process of teaching children. They design and implement a holistic and inclusive child-centered education programme, the focus of which is to ensure positive learning outcomes.	Support is extended to Muktangan's pilot middle school programme, which is critical to the success of the model. It demonstrates the importance of subject specific faculty at the middle school level.
9	Mumbai Mobile Creches	Maharashtra	It is the only NGO in Mumbai that focuses on providing day care, education and protection to the children of urban construction workers.	Support has enabled MMC to reach out to 5000 children across 39 centers in Mumbai.
10	Samaritan Help Mission Kolkata		Provides quality education to needy slum children with an emphasis on the girl child. Health and livelihoods programs are also run for the benefit of the community.	They conduct a fellowship programme which will initially train 60 women will be trained to tackle social issues within community. EdelGive supports this fellowship programme
11	Shoshit Seva Sangh	Patna	Provides quality education to the children of one of the most deprived communities in Bihar with a mission to create catalysts of change.	Support is extended to running the fully residential English medium school, Shoshit Samadhan Kendra which reaches out to 280 children.

Sector: Women's Empowerment

Sr. No.	Name of organization	Operational Area	Core objectives	EdelGive funding
1	Olympic Gold Quest	Across India	OGQ, a non-profit organization identifies and trains athletes who have the potential to win an Olympic Medal, some of whom are from less privileged backgrounds and do not have access to the essential training and support.	EdelGive supports MC Mary Kom as she enters the women's world boxing championship at the 2012 London Olympics. Additionally support is also extended to PV Sindhu and Ayonika Paul, high potential women athletes.

Sector: Livelihoods

Sr. No.	Name of organization	Operational Area	Core objectives	EdelGive funding
1	Aajeevika Bureau	Rajasthan	It aims to ensure secured and dignified lives for migrant communities. It provides social and legal aid like registration, identity card procurement, skills training, placement and collectivization	Support is helping Aajeevika to build institutional capacities in order to grow and expand their work.
2	Dhas Gramin Vikas Kendra	Madhya Pradesh	It works to strengthen existing livelihood options and restoring the forests by teaching villagers to access NREGA funds to demand appropriate work under various government schemes.	Support enables them to impact the lives of over 1200 beneficiaries working to revive soil, water and forest cover using MGNREGA provisions.
3	Elgar Pratishthan	Maharashtra	It works towards improving the situation in Chandrapur, a drought prone region by generating alternative livelihood options such as dairy cooperatives which are run by rural women.	Support for building capacities of the dairy cooperatives to make them self sustainable.
4	New Alipore Praajak Development Society	Kolkata	It provides a safe and secure environment to children from railway platforms and observation homes. It also supports them to undertake education or livelihood programs.	EdelGive's revolving fund supports their livelihood program through which they can reach out to 360 children/families.
5	Rajasthan Shram Sarathi Association (RSSA)	Rajasthan	RSSA is the financial wing of Aajeevika. It strives to enable financial inclusion of migrant communities by providing services like credit, savings, insurance, pension and financial literacy.	Support enables them to expand their outreach and stabilize their model in one block area.
6	Sabuj Sangha	West Bengal	It provides a safe and secure environment for children from railway platforms and observation homes. It also supports them to undertake education or livelihood programs	EdelGive's revolving fund will support their livelihood programme through which they can reach out to 360 children.
7	Spandan	Madhya Pradesh	Spandan is creating a grassroots democratic process that improves food security by setting up rural labour collectives to monitor transparent and effective implementation of NREGA.	Our support assists them in expansion and capacity building of the Trade Union, to include an additional 500 beneficiaries.



Balance Sheet

as at 31 March 2012
(Currency : Indian rupees)

	31 March 2012	31 March 2011
I. EQUITY AND LIABILITIES		
(1) Shareholders' funds		
(a) Share capital	1,00,000	1,00,000
(b) Reserves and surplus	14,28,678	10,88,017
	15,28,687	11,88,017
(2) Current liabilities		
(a) Trade payables	4,36,998	4,97,181
(b) Other current liabilities	35,694	55,313
	4,72,692	5,52,494
TOTAL	20,01,379	17,40,511
II. ASSETS		
(1) Non-current assets		
(a) Fixed assets		
Tangible assets	3,641	4,229
	3,641	4,229
(2) Current assets		
(a) Cash and cash equivalents	17,10,782	13,01,931
(b) Short-term loans and advances	2,86,956	4,34,351
	19,97,738	17,36,282
TOTAL	20,01,379	17,40,511

For B S R & Associates
Chartered Accountants
Firms' Registration No. 116231W

For and on behalf of the Board of Directors

Sd/-
N Sampath Ganesh
Partner
Membership No: 042554

Sd/-
Vidya Shah
Director

Sd/-
Deepak Mittal
Director

Mumbai
14 May 2012

Mumbai
14 May 2012

Statement of Income and Expenditure

For the year ending 31 March 2012
(Currency : Indian rupees)

Particulars	31 March 2012	31 March 2011
I. Revenue from operations		
Donations mobilized	4,78,20,570	4,73,84,554
II. Other income	-	11,28,196
III. Total income	4,78,20,570	4,85,12,750
IV. Expenditure:		
Funds deployed	4,22,92,939	4,38,51,239
Depreciation and amortization expenses	588	683
Other expenses	51,86,373	36,30,084
Total expenditure	4,74,79,900	4,74,82,006
V. Surplus for the year	3,40,670	10,30,744
For B S R & Associates Chartered Accountants Firms' Registration No. 116231W	For and on behalf of the Board of Directors	
Sd/- N Sampath Ganesh Partner Membership No: 042554	Sd/- Vidya Shah Director	Sd/- Deepak Mittal Director
Mumbai 14 May 2012	Mumbai 14 May 2012	



COMPANY DETAILS

Board of Directors of EdelGive Foundation

Deepak Mittal

Vidya Shah

Statutory Auditor

BSR & Associates

Bankers

ICICI Bank Ltd.

Registered Office

Edelweiss House, Off C.S.T. Road, Kalina, Mumbai 400 098

Website

www.edelgive.org

Notes

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